



[Latest News](#)

[View All](#)

More

SEARCH

[Premium Newsletters](#)

February 4, 2010 11:21 AM EST

New York	London	Tokyo	DOW	-189.17	NASDAQ	-41.78	S&P 500	-22.43
Open	Open	Closed	10,081	-1.84%	2,149	-1.91%	1,075	-2.04%

INVESTOR ALERT

Stocks and commodities lose Street favor



[Front Page](#) | [News Viewer](#) | [Commentary](#) | [Markets](#) | [Investing](#) | [Personal Finance](#) | [Community](#)

[Become a MarketWatch member today](#)

[Sign in](#)

PRESS RELEASE

Feb. 2, 2010, 8:57 a.m. EST · Recommend · Post: [f](#) [t](#)

Michigan Entrepreneur Ren Carlton Launches Global Franchising Business, Dynamic Advisory Solutions



TROY, Mich., Feb 02, 2010 (BUSINESS WIRE) -- Almost exactly 10 years after founding Dynamic Advisory Solutions out of his basement with virtually no clients or business contacts, founder Ren Carlton launched Global CFOs this week. Global CFOs is a franchising company with the mission of expanding the Dynamic Advisory Solutions business model globally. Dynamic Advisory Solutions is a consulting firm that specializes in CFO and Controller services.

"After much debate, we decided that franchising is the only economically feasible way to expand our business outside of the Metropolitan Detroit area," stated founder Ren Carlton. "Although we have a number of clients outside of Michigan, we have had difficulty creating the growth that we enjoy here in Michigan. Even though our business is outsourced CFO and Controller services, our outsourcing still requires some degree of face-to-face interaction. Now that our brand is attracting more and more opportunities outside of Michigan, we needed to rethink how to capitalize on these opportunities. It is simply not cost effective for us to visit every out-of-state prospect that wants to learn more about our services."

Dynamic Advisory Solutions (DAS) is not just another accounting firm. DAS helps clients achieve their growth and profitability goals through a wide variety of CFO and Controller services. Most CPAs and accountants spend the majority of their time working on historical data and tax compliance. Although these services are important, it is only a component of what business owners need from their finance departments. DAS offers a comprehensive financial management solution, which includes:

- Ensuring the accounting department is processing transactions properly
- Producing timely and accurate information so management can make informed business decisions
- Building a plan for achieving growth and profitability goals
- Obtaining financing to achieve budgetary goals
- Creating simplified reporting to manage overall business performance
- Creating simplified reporting to manage employee performance
- Providing continuous financial and strategic support

Ren also stated that DAS is somewhat recession-proof. "During a recession, struggling businesses need help returning to profitability. During an economic recovery, businesses need help managing growth. DAS is really a great business."

Global CFOs officially started offering Dynamic Advisory Solutions franchises on January 29, 2010. For more information, please visit our website at www.globalcfo.com.

SOURCE: Dynamic Advisory Solutions

Ren J. Carlton, CPA, CSMC
 President, Dynamic Advisory Solutions and Global CFOs, Inc.
 248.283.8834
www.daspc.com www.rencarlton.com www.globalcfo.com

Copyright Business Wire 2010



University of Phoenix®
 Official Site. Online Programs. Flexible Scheduling. Get Info Today.
Phoenix.edu

Franchise Law Firm
 Tired of big firm rates? We are a small firm w/big-time experience
www.maslynlaw.com

Dog Training Franchise
 Love dogs? This agility training franchise is fast, fun & easy!
www.ZoomRoomOnline.com

Most Popular

[MOST READ](#) [MOST COMMENTED](#)

1. **Our debt time bomb is ready to go ka-boom**
2. U.S. stock futures drop; weekly jobless claims up
3. Toyota profit beats, but recall concerns loom
4. Banks' \$10 billion problem: loan repurchases
5. Toyota sinks ahead of earnings, safety statement

Partner Center »

[Find a Broker](#)



Trade Now at Fidelity



Switch to Scottrade, get up to \$100 back



Get 100 Free Trades. E*TRADE Securities.



100 free trades & up to \$100 back for switching.



Why Pay More? Switch to OptionsHouse.



Free 30-Day Trial. Click Here.

MarketWatch.com

Enter Symbols or Keywords

SEARCH

Site Index	Premium Products	Company Info
Topics	Mobile	Code of Conduct
Help	Podcasts	Corrections
Feedback	RSS	Advertising Media Kit
Newsroom Roster	MarketWatch on Facebook	Advertise Locally
Media Archive	MarketWatch on Twitter	License our Content

INTERNATIONAL SPONSOR JOURNAL Digital Network

WSJ.com	MarketWatch Community
Barron's Online	Financial News Online
BigCharts	WSJ.com Small Business
Virtual Stock Exchange	FiLife - Personal Finance
All Things Digital	FINS.com - Propel your career



Copyright © 2009 MarketWatch, Inc. All rights reserved. By using this site, you agree to the Terms of Service and Privacy Policy.

Intraday data provided by Interactive Data Real Time Services, a division of Interactive Data Corp. and subject to terms of use. Historical and current end-of-day data provided by Interactive Data Pricing and Reference Data. More information on NASDAQ traded symbols and their current financial status. Intraday data delayed 15 minutes for Nasdaq, and 20 minutes for other exchanges. Dow Jones Indexes(SM) from Dow Jones & Company, Inc. SEHK intraday data is provided by Comstock and is at least 60-minutes delayed. All quotes are in local exchange time. Real-time last sale data provided by NASDAQ.